

MEDIA ADVISORY

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Exhibit Surveys Nominated for TSEA Exhibitor Choice Award; Executives to Participate in TS2 Panels

RED BANK, NJ – July 13, 2010 – [Exhibit Surveys, Inc.](http://www.exhibitsurveys.com), the leading provider of research, measurement and consulting services exclusively for the exhibition and event industry, has been nominated for a 2010 TSEA Exhibitor Choice Award in the “Best of the Rest” category. Voting is online at www.tsea.org.

“We are thrilled to be among the nominated companies, and would very much appreciate folks taking a moment to vote for us,” commented Joe Federbush, vice president, sales and marketing, Exhibit Surveys, Inc.

Federbush and Ian K. Sequeira, executive vice president, Exhibit Surveys Inc. will participate in the following educational panels during the [TS2](http://www.ts2.com) conference:

Using Measurement to Prove the Value of Face-to-Face Events

July 14, 2010, 3:30 pm - 4:30 pm, Boston Convention and Exhibition Center

Ian K. Sequeira, executive vice president, Exhibit Surveys Inc., and John Mikstay, CEM, and manager, event audits with BPA Worldwide.

Marketers across all media platforms are being held more accountable for every spending decision. As a result, reliable data in face -to-face media is paramount to ensure that live events can compete for budget dollars with the rest of the media spectrum. This session will provide you with insight and resources for choosing, planning, evaluating and justifying participation in trade shows effectively.

Learning Objectives:

1. Help exhibitors showcase and validate the full scope of their marketing reach to their management.
2. Offer tools to analyze shows and help exhibitors accurately determine show growth and quality of audience.
3. Discover why the voice of exhibitors is so powerful both internally and externally.

The Center of Momentum Roundtable Discussions: Objectives and Strategies for the New Economy

July 15, 2010, 2:15 pm - 4:15 pm, Boston Convention and Exhibition Center

Ian K Sequeira, executive vice president, Exhibit Surveys, Inc. and Joe Federbush, vice president, sales and marketing, Exhibit Surveys, Inc. will participate with an impressive group of industry thought-leaders.

Jump in with both feet and learn from industry practitioners in this fast-paced series of roundtable discussions. Attendees will have the opportunity to actively participate and engage experts and their peers on a variety of relevant topics during this two-hour session.

Learning Objectives:

1. Integrate best practices into exhibiting plan.
2. Discover at least three actionable ideas to implement immediately.
3. Learn new strategies to improve communication with decision makers.

About Exhibit Surveys, Inc.

Established in 1963, Exhibit Surveys, Inc. specializes exclusively in conducting research, measurement and strategic consulting for the exhibition and event marketing industry. The company has conducted primary research on more than 4,000 exhibitions and events and over 10,000 individual exhibits in all major segments of commerce on six continents. Its clients represent all segments of the event industry, including exhibition organizers, exhibitors, private events organizers, suppliers, CVBs and convention facilities. For more information, follow Exhibit Surveys on [Facebook](#), [Twitter](#), and visit www.exhibitsurveys.com or call 1.732.741.3170.

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Note to editors: To arrange an interview with Mr. Sequeira or Mr. Federbush, please contact Marilyn R. Kroner, Kroner Communications, marilyn@kronercommunications.com or 303-478-3044.